

RESUME

Monique Danielle
Phone: 239.963.1243
monique@moniquedanielle.com



Monique Danielle

"The true way to render ourselves happy is to love our work and find in it our pleasure"

6 yrs Consulting Experience in Marcom

::::

Successful Entrepreneur

::::

Experience Developing Marketing Materials and Placing Media Buys

::::

8 Years Business Development and Project Management Experience

::::

Married with Two Children Ages 10 and 14.

::::

More Info at MoniqueDanielle.com & DivaDesignWorld.com

EXPERIENCE

:: 2002 - Present: DivaDesignWorld, President

Deliver consulting, brand and web solutions to companies grossing up to \$50 million annually. Manage creative team, creative direction, business development, in-house marketing and client consulting.

:: 2000 – 2001: WUSATA, Marketing & PR Manager

Consulting with value-added agricultural companies regarding branding and ag-export throughout the Western U.S. . Grew program participation to maximum capacity, gained national exposure, created and managed structure for organization's future marketing/public relations efforts.

:: 1998 – 2000: MADD, Program Director

Developed program infrastructure that served as national model, recruited & managed volunteers, secured judicial & DA cooperation, gained regional exposure, & secured funding through grant writing.

EDUCATION

:: 1998 B.A Philosophy, State University NY, Binghamton
Summa Cum Laude

:: Summer 1997 Intake Counselor at Broome County Public Defender (Intern)
Interviewed defendants and helped resolve conflict of interest issues involving multiple indigent defendants.

MEMBERSHIPS & COMMUNITY SERVICE

:: Involvement with Rotary International, WNOCC, Public Relations Association of Collier County, Metropolitan Business Association, Wired Womens Network, Oregon Toxics, Willowbrook Arts Camp & ACMA Theatre and Sugden Community Theatre.

:: Broome County Women's Hotline, Red Cross, Portland Loaves & Fishes, Portland Zoo, & Beaverton School District Arts Program.

:: Founder of NW online Women's networking group, DivaDirectories.com



RESUME

Monique Danielle

Phone: 239.963.1243

monique@moniquedanielle.com



Monique Danielle

"The true way to render ourselves happy is to love our work and find in it our pleasure"

"Your work on our behalf has resulted in several new accounts with a potential of over \$5 Million in new sales. You are very gifted and do excellent work. Thanks for helping make AMT a success."

*- David Parsons,
President/AMT*

::::

"Monique has a keen sense of how to craft a message for public relations and marketing purposes."

*- John Kauke, Global
Market Linkage*

::::

You listened to who and what my company is and developed, a consistent theme. . . . I was at ease with you at the helm"

*- Alex Shaevitz,
President/QMC*

RESULTS DRIVEN PROJECT MANAGER

:: Transformed print collateral campaign for WUSATA such that we reduced per cost piece by 70%, increased distribution by 600%, and ultimately increased client base to an all time high. Also created innovated program to increase submissions of client success stories by 200% within 60 days.

:: Saved DMS thousands of dollars in print and design fees by providing a cost effective alternative to their proposed marketing approach.

:: Boosted Limo.com's visitors by 350%, increased search engine saturation by 900% & secured enquiries from 120 advertisers prior to site launch.

:: Orchestrated direct mail campaigns and email campaigns from conception to implementation with up to 30% response rates and 10% conversion rates.

:: Consistently increased attendance rates by 100% to 500% at tradeshow presentations and export readiness meetings, while delivering highly informative speeches about ag export, branding, and government programs.

SOFTWARE GEEK

:: Microsoft Office Suite (Word, Outlook, Excel, Powerpoint)

:: Adobe Photoshop, Illustrator, Premer Elements, Pagemaker

:: Macromedia Fireworks, Dreamweaver

:: Other Misc. Software Programs

:: Symantec Act, Quickbooks, Quicken

INTERNET & TECHNOLOGY DIVA

:: W3C Compliant HTML, CSS, PHP & Javascript

:: Video Blogging, Dynamic/Interactive Web

:: Successfully recruit and manage advanced programming teams

:: Search Engine Optimization and Online Marketing Tactics

:: Working knowledge of numerous open source scripts with ability to troubleshoot and perform high level customization.

:: Working understanding of hosting industry and basic server management including Cpanel, WHM, CoffeeCup FTP